

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 571368 /		<u>Alt Order #</u> 09805684
<u>Product</u> MAJORITY PAC		
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Estimate #</u> 1684
<u>Advertiser</u> Senate Majority Pac		<u>Original Date / Revision</u> 08/28/12 / 08/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	08/28/12	09/03/12	M-F 5a-530a	5a-530a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				5	\$335.00			
N 2	6	08/28/12	09/03/12	M-F 530a-6a	530a-6a		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				5	\$415.00			
N 3	6	08/28/12	09/03/12	M-F 6a-630a	6a-630a		:30			NM	5	\$4,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				5	\$965.00			
N 4	6	08/28/12	09/03/12	M-F 630a-7a	630a-7a		:30			NM	4	\$3,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				4	\$965.00			
N 5	6	08/28/12	09/03/12	M-F 7a-730a	7a-730a		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				5	\$1,000.00			
N 6	6	08/28/12	09/03/12	M-F 830a-9a	830a-9a		:30			NM	5	\$4,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				5	\$885.00			
N 7	6	08/28/12	09/03/12	M-F 9a-10a	9a-10a		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				5	\$350.00			
N 8	6	08/28/12	09/03/12	M-F 5p-530p	5p-530p		:30			NM	1	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				1	\$615.00			
N 9	6	08/28/12	09/03/12	M-F 12p-1p	12p-1p		:30			NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$170.00			
N 10	6	08/28/12	09/03/12	M-F 6p-630p	6p-630p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$650.00			
N 11	6	09/03/12	09/03/12	FOX Prime Monday 7-8	7p-8p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$2,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
571368 /	09805684

Contract Dates	Product	Estimate #
08/28/12 - 09/03/12	MAJORITY PAC	1684

Advertiser	Original Date / Revision
Senate Majority Pac	08/28/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	6	08/28/12	08/28/12	FOX Prime Tuesday 7-	7p-8p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$2,000.00			
N 13	6	08/29/12	08/29/12	FOX Prime Wed. Rotat	7p-9p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,800.00			
N 14	6	08/30/12	08/30/12	FOX Prime Thursday 7	7p-8p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,500.00			
N 15	6	08/31/12	08/31/12	FOX Prime Friday 7-8	7p-8p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				1	\$1,400.00			
N 16	6	08/28/12	09/03/12	M-F 930-10p	930p-10p		:30			NM	3	\$4,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$1,425.00			
N 17	6	08/28/12	09/03/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$1,300.00			
N 18	6	08/28/12	09/03/12	M-F 1035p-1105p	1035p-1105p		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				2	\$415.00			
N 19	6	09/01/12	09/01/12	Sa 6p News	6-630p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$400.00			
Totals											55	\$44,790.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	55	\$44,790.00	\$38,071.50
Totals	55	\$44,790.00	\$38,071.50

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Mike Furman
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

Total Charges:

This broadcast time will be used by: Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC 700 13th Street NW	Washington, DC 20005 202-338-6463
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/4/12 [Signature] 202-338-8700
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



Waterfront
Strategies

00007965

Check Date: 08/27/2012		Vendor: 0001013486 WITI-TV		Check No. 007909	
Project Name: Majority PAC: Moving Forward		Flight Dates: 8/28/2012 thru 9/3/2012			
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0000796508280903	08/27/2012	00007965	38,071.50	0.00	38,071.50
Totals			\$38,071.50	\$0.00	\$38,071.50



Waterfront
Strategies

Washington Harbour
3050 K Street, NW, Suite 100
Washington, DC 20007
202.338.8700

JPMORGAN CHASE BANK, N.A.
Syracuse, NY
50-937/213

007909

Date 08/27/2012

Pay Amount \$38,071.50***

Pay ****THIRTY-EIGHT THOUSAND SEVENTY-ONE AND 50 / 100 DOLLAR****

To The
Order Of WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209



Richard J. Olson
Authorized Signature

0007909 021309379 6301546044509

TOTAL P.01